



APRIL 2022 EARTH MONTH 

GREAT AMERICAN CLEANUP

KEEP NORFOLK BEAUTIFUL NEWSLETTER



VOLUNTEER MARCH 1ST - MAY 31ST



On the weekend of March 25th and 26th, Norfolk, along with all of Hampton Roads, kicked off the Great American Cleanup. The Great American Cleanup is a program of Keep America Beautiful and is the nation's largest community improvement program. ***It runs until May 31st and we need volunteers!***

This year, KNB hosted events at both Lafayette Park and Norview Avenue. **In total, overall 200 volunteers participated, and helped to divert over 1,000 pounds of litter from our streets and waterways.** Along with our cleanups, local organizations, civic leagues, and residents held their own throughout the city, all working together towards our common goal of a **#LitterFreeNFK**.



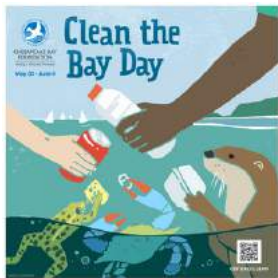
Read *Littered Lola's* story on Page 2.

Participating volunteers included Norfolk Naval Station, Keep Virginia Beautiful, NSU's Hot 91, Pepsi, ODU, Norfolk Master Gardeners, Mu Beta Phi Military Fraternity, American Legion Post 37, Trophy's Furniture Store on Norview Avenue, Norfolk Botanical Gardens, and civic leagues and individual residents. Keep Norfolk Beautiful gives big thanks to everyone that made the kick-off a success! Contact us at knb@norfolk.gov to register for the Great American Cleanup that runs thru May 31st.

UPCOMING EVENTS

CROSSROADS COMMUNITY EARTH DAY CLEANUP @ NORTHSIDE PARK

Join Keep Norfolk Beautiful and Crossroads Civic League for an Earth Day cleanup at Northside Park, **Saturday, April 23rd, 9:00 am - 12:00 pm**. The event will feature a litter cleanup and trash can painting. To register, [visit www.norfolk.gov/knb](http://www.norfolk.gov/knb).



CLEAN THE BAY DAY - MAY 30TH - JUNE 4TH

In partnership with the Chesapeake Bay Foundation, join Keep Norfolk Beautiful for 2022's Clean the Bay Day! To participate, volunteer at KNB's hosted event, or be a site captain. Be on the lookout for additional details at www.norfolk.gov/knb or cbf.org.

VOLUNTEERS NEEDED FOR THE GREAT AMERICAN CLEANUP

The Great American Cleanup is in full swing and we need you! With Keep Norfolk Beautiful's help, you can participate in the nation's largest community improvement program!

Don't know where to begin? Follow these steps to get started!

- [Register your cleanup event](#).
- Complete training.
- Schedule your supply pickup.
- Cleanup, report, repeat!
- Share photos via knb@norfolk.gov and Tag our social media with [@keepnorfolkbeautiful](https://www.instagram.com/keepnorfolkbeautiful) and please use: **#LoveOurCity & #LitterFreeNFK**



See a recap of the Norfolk kickoff [here](#).

LITTERED LOLA

Have you met Norfolk's newest mermaid *Littered Lola*? Keep Norfolk Beautiful's mascot was inspired by the exhibits **Washed Ashore** at Norfolk Botanical Garden and **Plastic or Planet** at Nauticus. *Littered Lola* was created by staff from the City of Norfolk Departments of Public Works and Utilities in partnership with local mermaid sculpture artist [Georgia Mason](#).

A social media campaign allowed residents to vote on her name, and on March 26th, *Lola* made her debut at the **Norview Challenge** cleanup where multiple groups, businesses, and civic leagues joined forces. She is located at Norview Ave. and Military Highway, but will move across the City promoting upcoming Keep Norfolk Beautiful volunteer opportunities.



KNB HAPPENINGS

STAY UP-TO-DATE

CIGARETTE RECEPTACLE GIVEAWAY - BUSINESS HIGHLIGHT



Saint Paul's Place HOA said **#NoButtsAboutIt** and adopted ***FREE*** cigarette receptacles for their business! In addition to the environmental impacts, cigarette litter negatively impacts how customers view your business.

While supplies last, you can request a wall-mounted or stand-alone cigarette receptacle for your Norfolk business. To reserve one, [complete our online application](#).

SAVE THE DATE

Special Waste Collection Event

APRIL 9, 2022

9 AM - Noon

**Southside STEM Academy
1106 Campostella Rd**

FREE drive-thru drop-off event
for Norfolk residents!



Secure, on-site
shredding



Household
hazardous
waste



Grocery bags
and
clear film



Electronics



Foodbank
of Southeastern Virginia
and the Eastern Shore

Bring a donation to support
your local Foodbank!

Learn more at www.norfolk.gov/knb



Don't miss the Special Waste Collection Event on **April 9th at Southside STEM Academy, 1106 Campostella Road from 9 AM - 12 PM.**

The event features on-site secure shredding, and electronics, plastic bag and films, and household hazardous waste collection. In addition, the Foodbank will be on-site to collect donations of non-perishable food.

To volunteer, request a workshop, speaker or a **Green Bucket for your organization, e-mail knb@norfolk.gov or call 757-441-1347.**

Please call or e-mail in advance. Visit [our website](#) for details on how you can help Keep Norfolk Beautiful.

**GREEN
LEARNING KITS**

Perfect for in-class activities or use at home. These kits provide fun, hands-on learning of the human impact on the environment and are developed using the Virginia SOL.

Reduce, Reuse, Recycle Activity Kit Grades K-1	Plastics in Our Environment Activity Kit Grades 2-6
3rd Grade Green Learning Kit. Grades 2 - 4	6th Grade Green Learning Kit Grades 5-7

Request a kit and learn more | www.norfolk.gov/4184/education
Contact the Education Coordinator | morgan.deweese@norfolk.gov | 757-441-1347

Are you an educator in Norfolk? [Request a take-home or classroom green learning kit from Keep Norfolk Beautiful now at \[www.norfolk.gov/knb\]\(http://www.norfolk.gov/knb\).](#)

VOLUNTEERS NEEDED



Volunteers are needed **April 16th at the Church Street Community Garden!** Volunteers will assist with fruit tree plantings, pollinator plantings, finishing up the water catchment system, and establishing new planting areas at the 26th and Church Street garden.

No experience required! To get started, contact knb@norfolk.gov.

KNB BY THE NUMBERS

Since July 1, 2021

- **Pounds of trash (lbs) TOTAL - 67,671**
- **Adopt-A-Spot Cleanups - 229**
- **Adopt-A-Spot Volunteers - 2,507**
- **Adopt-A-Spot Volunteer Hours - 7,689**
- **Community Cleanups - 90**
- **Community Cleanup Volunteers - 959**
- **Community Cleanup Volunteer Hours - 2,134**
- **Youth Reached - 912**
- **Education Kits - 353**
- **Educational Presentations - 42**
- **Number of Special Events - 4**
- **Special Event Volunteers - 44**
- **Beautification Events - 15**
- **Beautification Volunteers - 325**
- **Pet Waste Bags - 46,800**
- **Green Bucket Brigade Volunteers - 100**